

Message Text

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PAGE 01 BUCHAR 03512 240903Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----097692 241749Z /64

R 240746Z MAY 78

FM AMEMBASSY BUCHAREST

TO USDOC WASHDC

SECSTATE WASHDC 9698

UNCLAS BUCHAREST 3512

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJECT: PROPOSED EXECUTIVE LEVEL TRADE MISSION (ELTM)

REF: (A) USDOC 7013, (B) BUCHAREST 2261

1. EMBASSY AGREES IN PRINCIPLE TO PROPOSED EXECUTIVE LEVEL
TRADE MISSION VISIT TO ROMANIA IN EARLY 1979. PRIOR TO
MAKING DEFINITIVE DECISION, EMBASSY REQUESTS THAT DEPARTMENT
PROVIDE US WITH INFORMATION ON SCOPE OF VISIT AND NUMBER OF
BUSINESSMEN INVOLVED. WE UNDERSTAND THAT INITIAL PLANNING
FORESAW TEAM COMPOSED OF PRINCIPALLY NEW-TO-MARKET COMPANIES.
EMBASSY IS OF VIEW THAT THIS TYPE OF GROUP WOULD BE THE
MOST WARMLY RECEIVED BY GOR.

2. FOR ANY VISIT TO BE SUCCESSFUL IN ROMANIA, APPROVAL
FOR VISIT AND OF PROGRAM OUTLINE NEEDS TO BE OBTAINED FROM
GOR. FROM ORGANIZATIONAL STANDPOINT, ANY MISSION THAT INVOLVES
PARTICIPATION OF VARIOUS MINISTRIES COMPLICATES MATTERS.
GIVEN FOREGOING, SUBJECT ELTM MIGHT BEST BE ORGANIZED ALONG
LINES OF BUSINESS ROUND-TABLE IN BUCHAREST WITH VARIOUS GOR
TRADE AND ECONOMIC OFFICIALS, INCLUDING REPRESENTATIVES
FROM FTOS, INDUSTRIAL CENTRALS AND RESEARCH AND DESIGN
INSTITUTES ADDRESSING TEAM MEMBERS IN GROUP MEETINGS. AT END
OF SCHEDULED GROUP MEETINGS, IT WOULD PROBABLY BE FEASIBLE
TO ARRANGE INDIVIDUAL APPOINTMENTS. FOR THIS TYPE ROUND-
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TABLE PROGRAM, FUNDS WOULD BE NEEDED TO RENT LARGE CONFERENCE
ROOM AT THE INTERCONTINENTAL HOTEL WHICH WOULD BE MOST
SUITABLE SITE.

3. FOR REPRESENTATIVES OF NEW-TO-MARKET COMPANIES INCLUDED
IN THE ELTM, THEY SHOULD BE ADVISED (DURING THE RECRUITMENT
STAGE) THAT A FIRST VISIT TO ROMANIA SHOULD BE CONSIDERED

AS A FACT-FINDING ONE AND A TIME FOR ESTABLISHING CONTACTS
FOR FUTURE BUSINESS. THEY SHOULD BE FURTHER ADVISED THAT
DURING THE MISSION'S VISIT, WE WOULD NOT ANTICIPATE THE
SIGNING OF ANY SALES CONTRACTS.

AGGREY

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BUCHAR03512
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780219-0478
Format: TEL
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780526/aaaaavfi.tel
Line Count: 67
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0c6fc397-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 BUCHAREST 2261
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2593709
Secure: OPEN
Status: NATIVE
Subject: PROPOSED EXECUTIVE LEVEL TRADE MISSION (ELTM)
TAGS: BEXP, RO
To: COM STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/0c6fc397-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014